

# TOURISM CAPITAL GRANT PROGRAM WEBINAR

OCTOBER 28, 2021



# WELCOME

- Brief introduction to the program, followed by Q&A
- Your audio is muted
- Please enter questions or comments in the Q&A dialog box
- Recording and presentation will be made available on the Program website



# DIVISION OF ENTERPRISE OPERATIONS GRANT ADMINISTRATION TEAM

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# FUNDING

- \$10 million available
- Source: Federal American Rescue Plan Act
- Administered by the Division of Enterprise Operations



# PROGRAM DATES

EVENT	DUE DATE
Grant Announcement Issue Date	Thursday, October 7, 2021
Application Open	Thursday, October 7, 2021
Webinar	Thursday, October 28, 2021 at 12:30 PM CT
Questions Due	Monday, November 1, 2021 at 2:00 PM CT
Applications Due	Friday, November 12, 2021 at 2:00 PM CT
Notification of Award Issue Date	December 2021 (estimate)
Grant Agreement Execution	December 2021 (estimate)
Final Report	See section 1.8 of Grant Announcement



# PROGRAM SUMMARY

- Awards are made on a **competitive basis** (not first-come, first-served).
- Awards will not exceed **\$3,500,000**.
- Expenses must be incurred between **March 3, 2021 and December 31, 2024**.
- Payments will be made directly to eligible organizations.
- Subawards, transfer of funds to another organization (except as payment of eligible services or goods) or use of funds for grantmaking is ***not permissible***.
- **Further details can be found in the Grant Announcement and Application.**



# ELIGIBLE APPLICANTS

Eligible applicants shall meet all of the following requirements:

1. Be a nonprofit organization as defined in 1.3 above with 501(c)3 or 501(c)6 tax exempt status, or a Wisconsin Tribal Government, or be a Wisconsin Local Unit of Government as defined in Section 1.3 of the Grant Announcement.
2. If a 501(c)3 or 501(c)6 nonprofit organization, be registered with the Wisconsin Department of Financial Institutions and have one of the following statuses as of the Grant Announcement closing date: “restored to good standing”, “incorporated/qualified/registered”, “organized”, or “registered”.
3. Conduct operations in Wisconsin and have an administrative presence in Wisconsin.
4. In operation since at least January 1, 2019.



# INELIGIBLE APPLICANTS

1. For profit organizations
2. Political organizations subject to tax under IRC section 527 such as political parties, campaign committees for candidates for federal, state, or local office, and political action committees
3. Organizations which are not explicitly defined as eligible in section 4.1 of the Grant Announcement as determined by the Department of Administration.





# EXAMPLES OF ELIGIBLE EXPENDITURES *(NOT EXHAUSTIVE)*

- Funds may be used for expenditures to build or expand facilities or attractions that have a regional, national, or international connection to Wisconsin tourism.
- Funds may be used for the following activities (not exhaustive):
  - Convention center construction and/or renovation
  - Construction of public or quasi-public (i.e., nonprofit) attractions
  - Construction or renovation of outdoor spaces for year-round use that would generate tourism from outside the local community (regional, national, international)



# INELIGIBLE USES OF FUNDS

- Funds may not be requested for expenses reimbursed from any other program.
- Ineligible uses include but are not limited to non-construction-related personnel costs, debt service payments, fees incurred submitting an application, taxes (except sales taxes on eligible expenses), and other uses ineligible under the American Rescue Plan Act of 2021.



# APPLICATION CHECKLIST

- Application Form (required) – online, via DocuSign
- Appendix A (required) – Form IRS W-9
- Appendix B (optional) – Form DOA 3027 Designation of Confidential Information



# APPLICATION SECTIONS

## Section 1. Applicant Information

- Complete all required fields
- Ensures we have accurate organization and contact information for the applicant



# APPLICATION SECTIONS (CONT.)

## Section 2. Narrative

- Five questions. Answer questions fully. Do not exceed maximum character count.
- Question topics:
  - 2.1.1 Project Description
  - 2.1.2 Market Impact
  - 2.1.3 COVID Impact
  - 2.1.4 Project Readiness
  - 2.1.5 Project Sustainability



# APPLICATION SECTIONS (CONT.)

## Section 3. Budget

- Fill out a budget for each Category of funds requested
- Identify eligible expenses for which funding is requested
  - Group similar expenses in the “Expense Description” field
- Include anticipated date, description, and amount



# APPLICATION SECTIONS (CONT.)

## Section 4. Attestations and Required Signature

- Eligible applicants must certify compliance with all statements
- Signature of the organization's Authorized Representative is required, as well as date and contact information



# APPLICATION DEMO

Walk through of Application and Instructions





# ADDITIONAL NOTES

- The organization is solely responsible for demonstrating that payments it receives under the Program meet the eligibility requirements set forth under this document, state law, federal law, and federal guidance.
- Ineligible cost determinations made by State or federal audits must be repaid to the State or the federal government.
- Organizations must keep records of eligible costs for 5 years.
- Withdrawal and resubmittal of applications allowed until deadline.
  - Contact Program email to withdraw an application.



# NEXT STEPS

- Applications due 2:00PM CDT, Friday, November 12, 2021
- Award Announcement December 2021 (estimate)
- Successful applicants will complete a grant agreement prior to receiving funds
- Reports summarizing the use of funds and describing the impact on the grantee and the individuals it serves will be due annually (DOA will supply reporting document and due dates)
- Sign up for email distribution list at <https://doa.wi.gov/Pages/TourismCapitalGrantProgram.aspx>



**Q & A** Enter questions in the Q&A dialog box.

Q&A document will be published on the program website with additional questions and answers

## CONTACT

[TourismCapitalGrantProgram@wisconsin.gov](mailto:TourismCapitalGrantProgram@wisconsin.gov)

